To: Schmidt, Peter, Merusi, J L., Kuruc, Nick, MacWilliams, Lori, Poole, Larry T., Morris, Jim (1340), Miskewycz, Ihor, McGovern, M D., Miller, Michael, Rago, Joseph M., Young, Mark, Roth, William J., Loftin, Jerry R., Kane, R F.
DDA:MSMAIL=RJRWS/RJRPO4/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/RJRPO4/STEENS1; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/RJRPO4/WILMESD; O=RJREM; P=WSX400; A=RJR; C=US
From: Martin, Patricia M.
Posted: 11/27/96 11:58
Opened: 11/27/96 14:51
Subject: 1997 PLANS

Per our discussion at the Phoenix Plans Meeting, attached are my 1997 Plans/Committments for chains that I have accountability for in 1996.

Four (4) documents are attached:

1. 1997 Plans/Committments (file name JMPPLA^1.doc)
   This reviews time table and top line objectives for 1997.

2. 96 versus 97 (file name 96AC97OB.xls)
   This is an excel spread sheet with all changes listed under this document name. After the document is open at the bottom of the screen you will see each chain listed. Click on the tab name for that chain. Use arrows to locate other tabs.

3. Account Analysis (file name AE-ANALY.xls)
   This document compares the 1995 base numbers versus third quarter YTD. Please note, these third quarter numbers have been manually adjusted to represent missing information and changes in chain id numbers. Document is set up identical to the previous document 96 vs 97.

4. 97 Promotional Calendars
   Each chain promotion calendar is a separate file. Open each individually.

NOTE: KAM/AM

We will further discuss each individual category either at your annual meeting or a follow up conversation the week of December 6.

If I attend your annual meeting and we have an opportunity, we will present chains that are within your region to all management and reps.

If you have any questions on any of this information, please do not hesitate to contact me.

Jim Piscitelli

CC: Piscitelli, J

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